

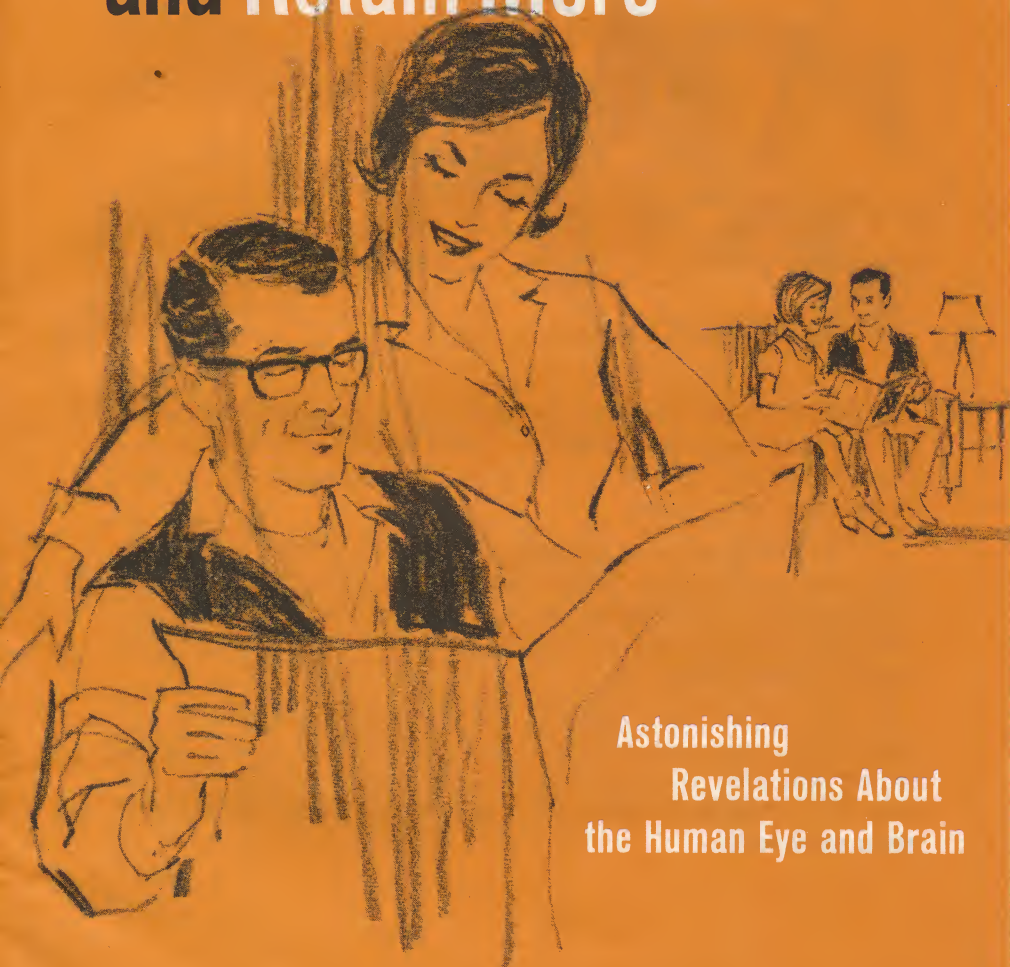


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POUGHKEEPSIE N Y

# How to Read Faster and Retain More

Reading  
Time:  
**4 minutes**  
...for  
advanced  
readers



Astonishing  
Revelations About  
the Human Eye and Brain



# My Big Chance



I've been with our firm for nine years now—on an executive level for the past three. We've been growing so fast that Bob Watts who started with us just six years ago already heads up another department at my level.

A few weeks ago, our division chief, J. J. Wilson, told us he was being promoted to Senior Vice-President—*so either Bob or I might move up to his vacated spot as a vice president*. J. J. was now absorbing his new work, so starting the next day he'd be dividing his old duties between us.

*So this was it!* Vice-President, the title I'd been hoping for all these years—a top job, big pay, private office—and a social boost for my wife and two kids. With my seniority, I had the edge on Bob. All I had to do was pull equal weight with him on this extra work load.

But that next morning was a real shocker. On my desk was a stack of mail higher than I had ever seen. I figured this had just piled up on J. J. during his changeover—but my secretary scotched that hope fast.

# the Awful Challenge...



"This is only *your* half of J. J.'s *mail* for today," she said. Then she showed me a pile of technical reports that also had to be read and digested for a meeting that week. Just *half* of the chief's reading load was more than mine had ever been for an entire day!

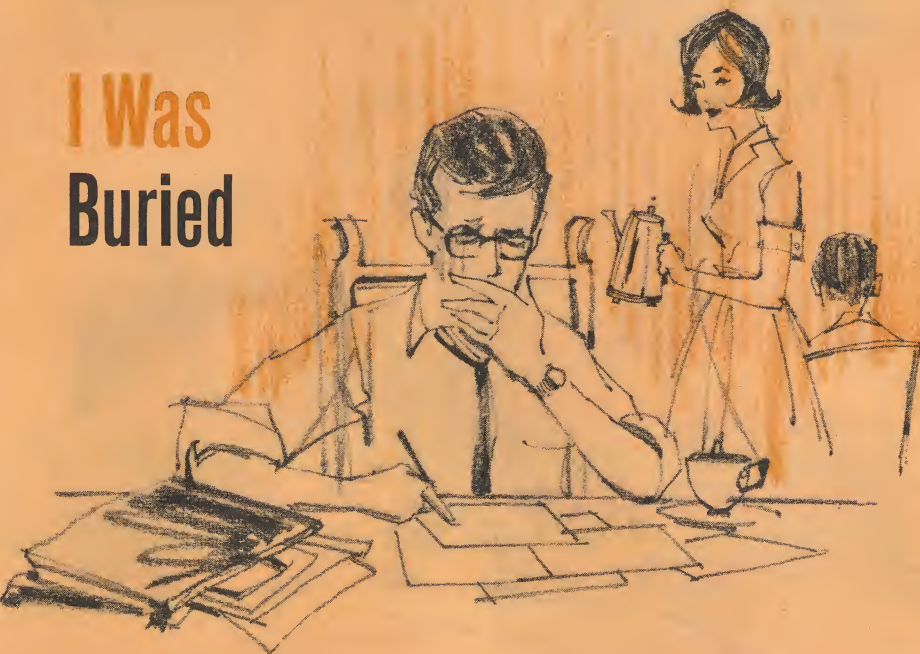
Well, I read mail all morning. I skipped lunch and read all afternoon. At six that night, when everybody else was gone, I was still reading. I kept wondering when I'd ever find time to act on it all. And I had barely bitten into those reports or my own work.

How could J. J. ever manage to read *twice* as much as this . . . and still get everything else done?



That night I went home with a bulging briefcase. I barely spoke to my wife who was bothered because I had missed dinner with her and the kids.

## I Was Buried



Sipping coffee, I read and worried 'til 2:00 a.m. What was I going to do—lug home a pile of mail and reports every night for the rest of my life, or give up to Bob Watts and *miss* the boat?

The next morning there was a fresh stack of reading on my desk—and I still had to act on yesterday's pile. Between dictation, phone calls and trying to read the new mail . . . I was buried!

To top it off, at noon an important customer was waiting and I couldn't refuse to see him. When I went out to explain my dilemma, he grinned. "I've got just the cure for your ailment," he said—and dragged me out to lunch.

On the way, he told me about a remarkable new reading system *guaranteed* to solve my problem in a matter of days.

## the Easy Solution



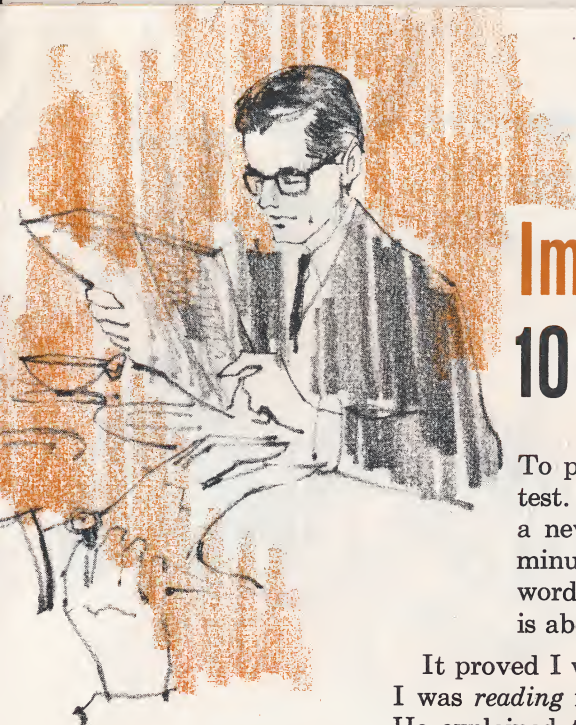
At lunch, taking the "reading kit" that teaches this new system out of his briefcase, he showed me how quickly it can help anyone learn to grasp the meaning of *entire phrases* at a glance—instead of just one word at each glance.

An amazing little instrument in this kit challenges your eyes to see much faster and better than you'd believe possible. With it, he soon convinced me I could instantly learn to absorb more meaning from every reading minute—and that I'd never again have to *skip* over words in order to read more rapidly.

It works like this. A shutter flashes past a little window to expose a different group of words at each split-second flash. It happens so fast, on the first few phrases I saw only a blur. Then, suddenly, I saw one three-word phrase after another—*perfectly*, and at *1/100th second!* What a thrill!

But when he proved that *he* could see *five* words at that fantastic speed, I was really sold. Then he explained what was happening. This little gadget was simply helping us use an inborn power of our eyes that we had never learned to fully use before. With practice I would learn to see more and more words at each glance—and easily transfer this ability to any printed page.





## Improved in 10 Minutes

To prove it, he set up a little test. He timed me while I read a newspaper article for a full minute. When he counted the words, I had read 273—which is about average.

It proved I was a *word* reader because I was *reading* no faster than I can *talk*. He explained that if, instead, I learned to read by *phrases*, I'd be able to take in *larger visual bites with better mental digestion*.

Then he told me something hard to believe. *In my first 10 minutes of practice, I could boost my speed at least 10%—and simultaneously increase my comprehension.*

## My New Outlook

Well, I took the ten minutes right there. I flashed about 40 phrases. Then, he timed me on another newspaper item. And by golly, he was right. This time I read 309 words a minute, *more than 10% faster!*

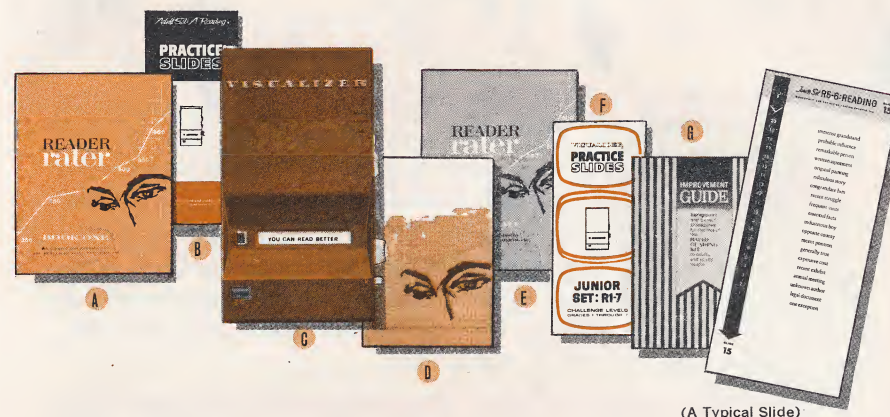
And when he asked me questions on what I'd read, my recall was 100%. Was I excited. After just those first few minutes of practice I would now save a full hour on the reading I had to do that afternoon. Goodbye, homework! Poor Bob Watts. If I continued with this system, he could never catch me now!

Well, of course, I borrowed his kit until I got one of my own. It's more like a game than a course, and it has complete materials for an entire family. One big advantage is that it automatically measures your improvement—so there are no long lessons to write out and nothing to mail.

## HOW I DOUBLED MY READING CAPACITY —in only 10 half-hour sessions!

I began with the READER RATER Booklet No. 1 **A** which scored me on my initial speed, comprehension, recall, vocabulary—and a dozen other important reading skills which I learned *also* contribute plenty to more efficient reading.

After this, each entire session took only about 30 minutes. As my visual speed, span and accuracy all continued to increase, I simply flashed SLIDES **B** with longer and longer phrases on them in the VISUALIZER **C**.



(A Typical Slide)

### THE COMPLETE READING KIT

Each session ended with my reading of a timed 1,000-word article in the READING SKILLS **D** practice book. These articles are loaded with other helpful tips which boost reading effectiveness. The same articles also measured my day by day improvement in both speed and comprehension so I knew I could easily transfer my increased reading ability to *any* printed page.

And that's all there was to it! I not only doubled by my tenth session, but when I tested myself with READER RATER Booklet No. 2 **E** after 20 sessions, I was reading *over 800 words a minute with a gain of over 15% in comprehension!*



## How it Worked Out For Me



Even though I finished the course weeks ago, my speed is *still increasing*.

Efficient reading is like touch typing. Once you get the knack, the better you get as you continue to use it.

If I hadn't seen the results myself, I'd never believe that improving my reading could do so much for me. Not only did I soon dig out of that backlog, but I got so far ahead of Bob Watts that *I got my promotion two weeks later!*

I now cover my mail so fast, I can dictate my responses to it and other things right on the spot. This gives me valuable extra time for thought and action.

J. J. was so impressed, he got kits for Bob and himself . . . and he's offered to buy them for all our employees who must read for their jobs.

And I've gotten other benefits I never expected. Reading is so easy now, I often finish a book in a single evening—with plenty of time left over for the family and TV, too. I not only get more out of newspapers, but each week I also read several magazines from cover to cover—as well as the important trade publications in our industry.



## Now, We Understood Our 8 Year Old

As parents do, while talking to other parents, we often compared Johnny with other kids his age. From this we had the feeling that he was just getting by—better than most his age, but too far behind a few we honestly felt weren't that much brighter than Johnny.

Though his school had often told us he was behind in reading, we never really knew *why*. But, by testing him against the other kids with the JUNIOR SLIDES **F** in the kit, we soon were able to *find out* why!

You see, the PARENT'S GUIDE **G** in the kit explains how most schools today expect each child to know a certain *list of words* for each school grade. In fact, many school books are limited to these same *standard word lists*. So, the more words a kid knows, obviously, the more he gets from his books.

The JUNIOR SLIDES are also based on the same word lists—with sets of slides for each school grade, from first on up. Well, while Johnny's friends knew most of the words on the slides for their school grade, Johnny didn't. He did well only on the slides *an entire year below* his grade in school.

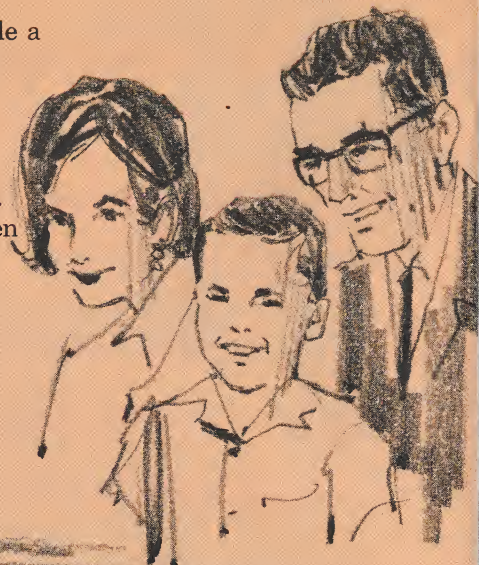
No wonder he was lagging behind. No wonder he was so slow with his lessons and never read a book that he didn't have to. *He simply didn't read well enough to enjoy it!*



## We Took Immediate Action

To help Johnny, my wife and daughter both pitched in. They made a game of the VISUALIZER™, competing to see who could improve the most.

Johnny is now on the slides for kids a year *above* his grade in school. Each day he masters new words, then learns to know them when flashed in phrases. Because he can *feel* and *see* his progress, he just loves the practice. He's even reading a book entirely on his own. *And*, because the very act of reading is now a *pleasure* instead of a *chore*, he's doing much better with *all* his subjects.



## Now, My Whole Family is Out in Front

Not only is Johnny doing better with his lessons, but my teenage daughter tells me she's going to make the honor roll for the first time this year. Suddenly, she's become a student! Maybe it's because she now gets her homework done with plenty of time left over for fun.

As for my wife, she's already joined two book clubs. And, because her wider reading keeps her so much more informed, she's got new confidence, now, whenever we're socializing with the company's big brass.

What's more, we're finding each other much more *interesting* now that we all have so many new ideas to talk about from our reading. I should also mention how playing with that kit got our little family back *together*. For once, we were all sharing an interest in the same thing at the same time.

## the Best Investment I've Ever Made

I just hate to think what might have happened to me if I hadn't improved my reading ability when I did.

And seeing how much it also helped my wife and kids, I'm more and more convinced that no other investment so small as the cost of that kit could ever pay bigger lifetime dividends.

Just think, with all the fierce competition for college entrance these days, both my kids now have a far better chance to get in and stay in. And, later, they won't have half the struggle to get ahead that slower readers are bound to face.

## Serving America Since 1950

The experts who developed this helpful program introduced the first reading improvement system of this kind back in 1950. The same materials and method that helped *us* have also helped over 250,000 other adults and youngsters.

*Even a President of the United States, the late John F. Kennedy followed their method. He gave them credit for his startling improvement in reading back when he was still a Junior Senator. (He boosted his speed to a startling 1,200 words a minute.)*

What's more, this very same reading kit is now being used in over 1,800 schools and colleges all over the world—and also in hundreds of companies, military establishments and government offices.

## Why Don't You Try It, Too?

With results so remarkable, the publishers of this program are now willing to let you try it before you buy it—FREE!

Obviously, they must be absolutely sure you'll get the kind of results they *guarantee*—or they wouldn't dare to make such a generous offer.

*Give This Amazing Program  
The Fair Trial It Deserves!*



# Try the Rapid Reading Kit

**ABSOLUTELY FREE FOR SEVEN DAYS!**

No matter how well you are now able to read, within your free trial period you are *guaranteed* at least 30% increase in speed—plus substantial gains in comprehension as well!

**... JUST A FEW OF THE THOUSANDS  
OF SCHOOLS · COMPANIES · ETC. ·  
THAT HAVE USED THIS SAME PROGRAM**

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**HERE ARE SOME TYPICAL COMMENTS.  
FROM THE HUNDREDS IN OUR FILES...**

"... Anyone who . . . follows directions . . . can double."—J. R. Steelman, President, THE KOEHRING CO., Milwaukee, Wisconsin

"... initial results greater than expectation. Ship us 120 additional Reading Kits for our office personnel."—G. W. Perkins, HUGHES AIRCRAFT CO., Culver City, California

"... acquainted me with fundamentals of better reading which, unfortunately I had never learned in school."—G. H. Grove, Personnel Manager, SQUARE D COMPANY, Milwaukee, Wisconsin

"... comments so favorable, I'm personally introducing it to our base education officers. Few are familiar with the versatility of your product."

—Earle V. Hawkins, Captain, USAF, Chief Education and Libraries, Langley Air Force Base, Newport News, Virginia

**MAIL THE FREE TRIAL  
CERTIFICATE TODAY**



**THE BETTER READING PROGRAM, INC.**  
230 East Ohio Street • Chicago, Illinois 60611



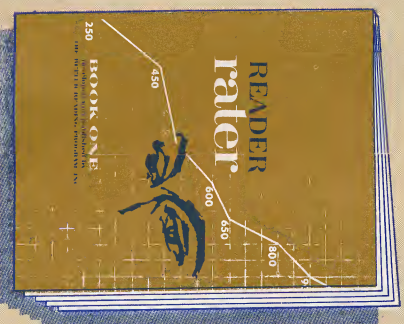
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as readers—and how  
you compare against  
population averages...



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measure of reading speed and comprehension,"  
M. Tondow, Dean, CHICAGO TEACHERS COLLEGE

This revolutionary new booklet accurately  
evaluates your reading abilities: speed, comprehen-  
sion, vocabulary, etc.—and immediately detects any hidden faults  
which now hold you back. Simply pin-punch your responses to the  
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### TWO WAYS TO ORDER:

Under either plan, if you mail this Certificate within the next 14 days you get the valuable READER RATER booklet(s) *free to keep*—even if you later return the program:

1. Get the complete RAPID READING KIT (*DELUXE FAMILY EDITION*) on approval. After 7 days of free trial use, either return it for full credit—or send just \$5.00 a month to cover the special introductory price of only \$23.95 plus shipping costs.
2. SAVE \$1.05—and also get an EXTRA BONUS! Enclose just \$23.95 now in full payment and save shipping charges. You'll also get an *extra* READER RATER (Booklet #2) for eliminating our billing and bookkeeping costs. (You get the same complete program, guarantee and return privilege with full refund, of course—and you also keep *both* READER RATER Booklets, free!)

CHECK ONE: ☐ Payment Enclosed ☐ Bill me later ☐ Invoice my company

NAME ☐ Mr. ☐ Mrs. ☐ Miss (Please Print) \_\_\_\_\_

COMPANY NAME (if to be invoiced) \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ Ages of children \_\_\_\_\_ ZIP CODE \_\_\_\_\_

☐ Also send special prices for \_\_\_\_\_ Schools \_\_\_\_\_ Companies \_\_\_\_\_ Other \_\_\_\_\_ (please describe)

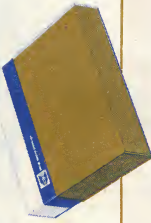
MAIL TODAY! THIS SPECIAL OFFER EXPIRES IN 14 DAYS!

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The **RAPID READING KIT** comes to you in a handsome, gold box—complete with everything you need for better, faster reading.



### 1. the Visualizer

This newly perfected key to more effective reading takes only a few minutes a day but gives amazing lifetime results. A remarkably efficient instrument which quickly helps anyone to comprehend entire phrases at each split-second glance.



### 3. Reading Skills Book

Helpful 4-minute exercises which develop many extra time-saving reading skills. Also measures speed and other gains for immediate feed-back of your results at each brief session.



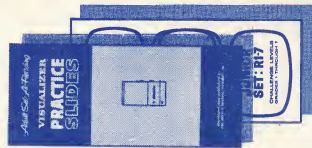
### 5. Improvement Guide Booklet

Easy, step-by-step procedure for adults and young people plus other valuable application of VISUALIZER for better spelling, vocabulary, etc.



### 2. Practice Slides

Two complete sets (one for adults, one for juniors). Each set contains over 900 special sight-targets for mastering instant comprehension of phrases (up to 5 words long)—at amazing speeds... up to 1/100 second!



### 4. Progress Records

for session tally of VISUALIZER responses and a record of visual perception improvement.



### 6. Two Reader Raters

Also available...



Booklet #1 pinpoints essential skill levels at start of program; Booklet #2 measures level on each skill at end of program—plus overall results.

RETAIN THIS VALUABLE  
**GUARANTEE**  
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**O**ur Unconditional Guarantee...

**This Proven Program Must  
DOUBLE YOUR READING CAPACITY  
Or It Costs You Nothing!**

We cordially invite you to use the **RAPID READING KIT** free for seven days—so you can examine it and experience the astonishing results for yourself:

1. Within the first week, the program must increase reading speed by *at least 30%* and dramatically improve comprehension—for any reader in your family who tries it.
2. If you then decide to continue with the program, it must *at least DOUBLE* your reading speed and further improve your overall reading effectiveness—all *within less than 20, half-hour sessions*.
3. It must also advance any school-age young people who use it by *one full grade level* or *more* in reading performance.

If for any reason you are not completely delighted with results, simply return the program at absolutely no cost or obligation to you.



Signed:

President,

The Better Reading Program

*Sloan Warren*

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